

RE-INVENTING PUBLIC SERVICE RADIO: MIXED-METHOD STUDY ON DIGITAL TALK RADIO

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Research context: charter PSB (VRT Start-up)

"NEW DIGITAL WAYS TO CONNECT WITH THE BUSY 25–45 AGE GROUP THROUGH AUDIO"

CONVERGENCE LED TO SHIFT FROM PSB TO PSM

CONTRACTUAL AGREEMENT: PSB AS MEDIA INNOVATOR

Research context: why this charter?

TRADITIONAL PSB VALUES (INFORMATION, ENTERTAINMENT, CULTURE)

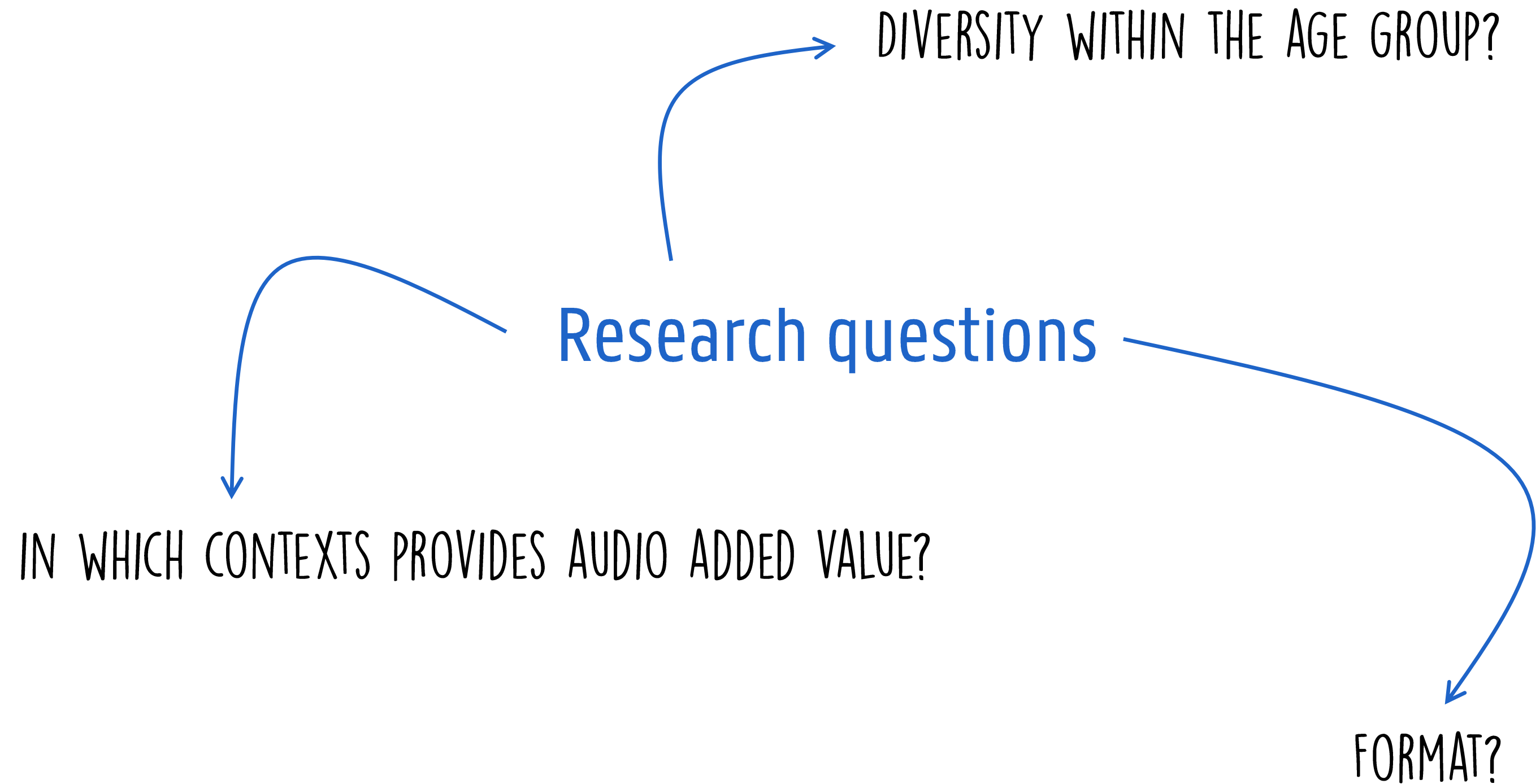
AUDIO IS FLEXIBLE

Assumption: digital audio to reconnect with 25-45 aged

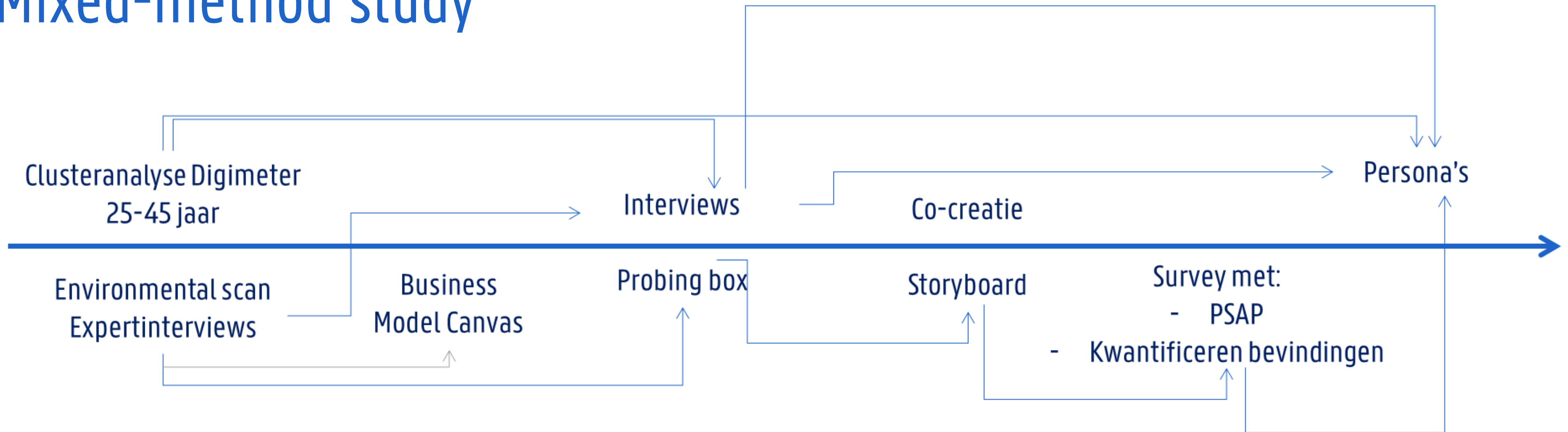
STRONG DIGITAL SKILLS

ACTIVE MEDIA USE

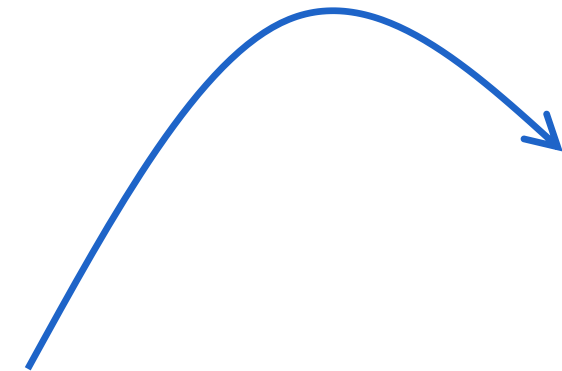
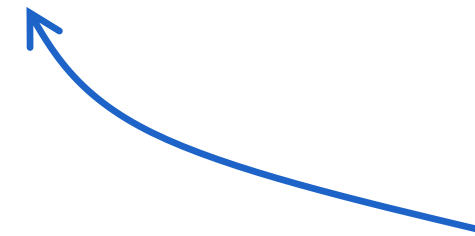
CHANGING FAMILY SITUATION



Mixed-method study



TRANSPORT (CAR/TRAIN)

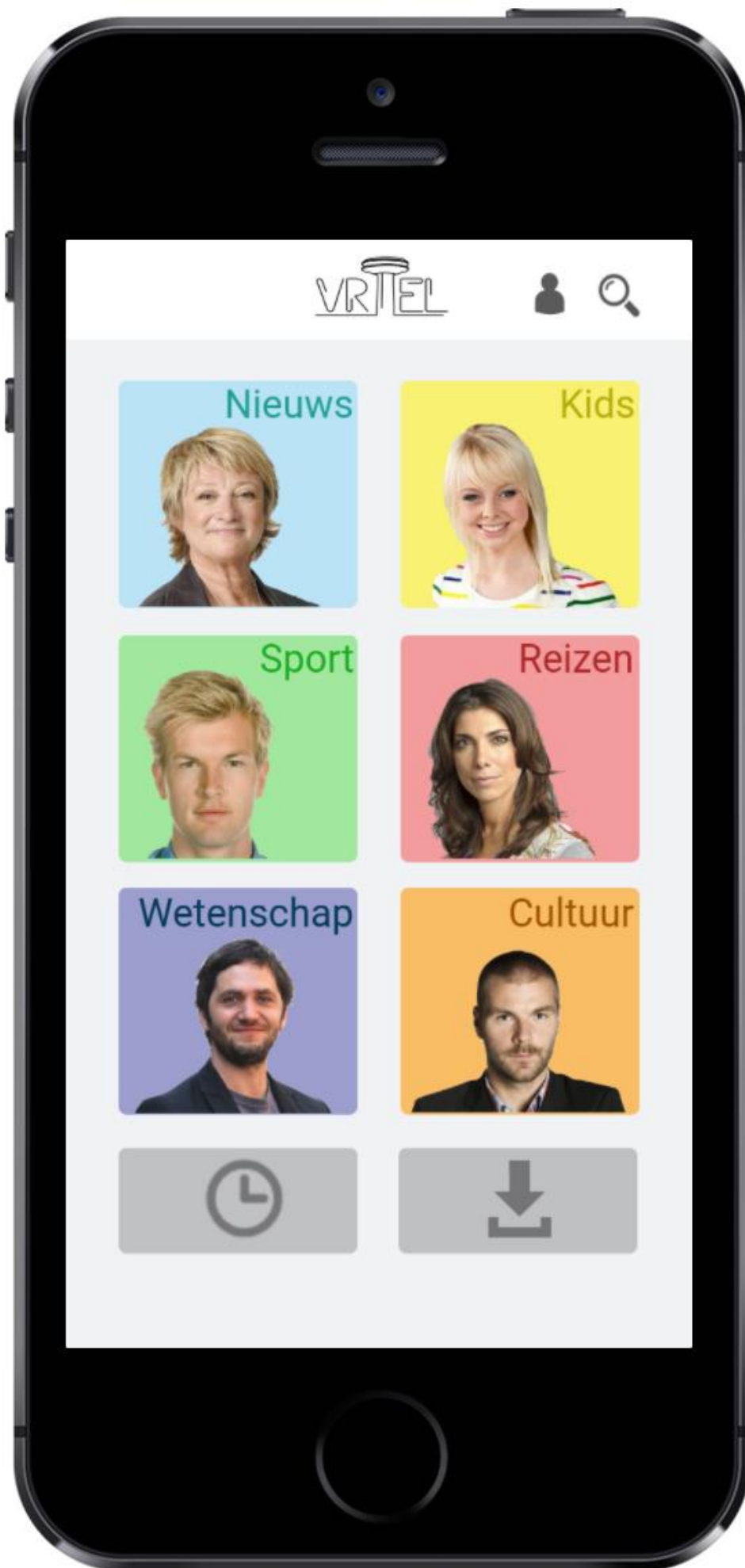


SPORTS

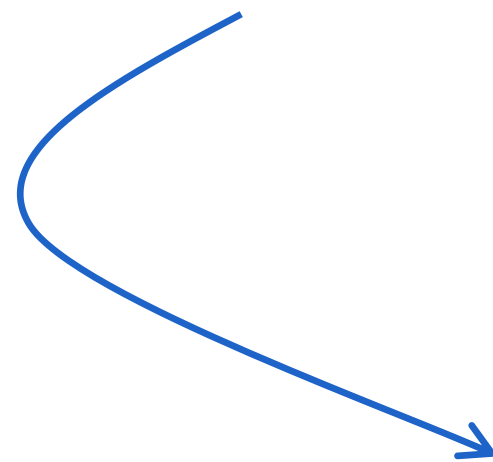
RQ1: in which contexts provides audio added value?



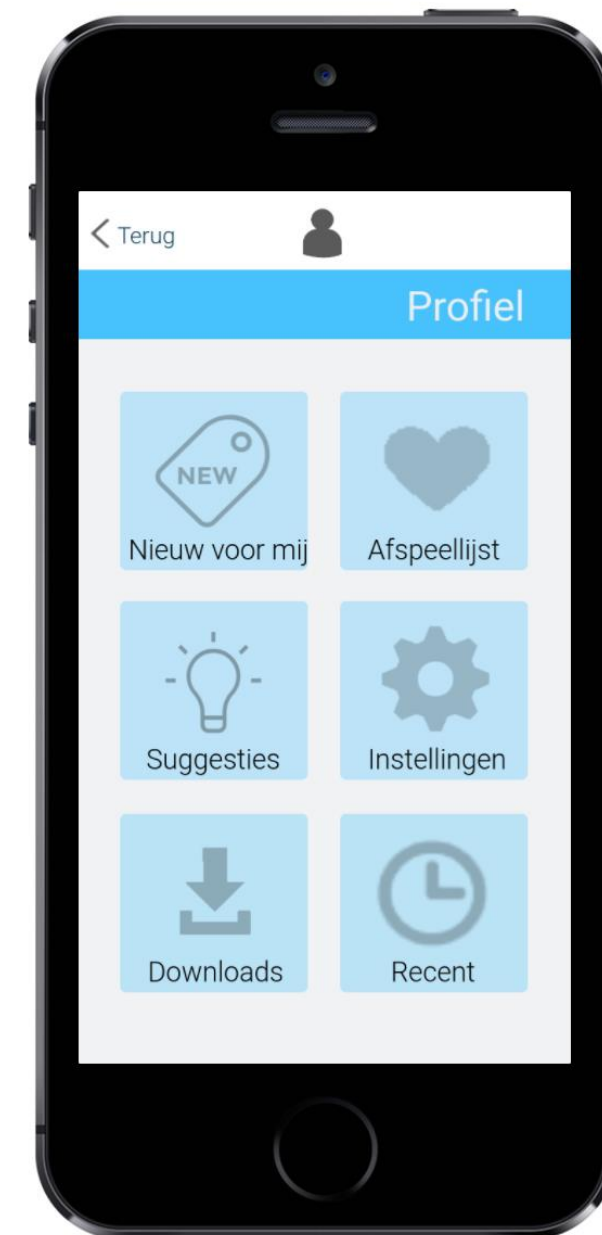
HOUSE MAINTENANCE



RQ2: Format?



MOBILE APPLICATION





Digital Dieter/Dina – 33%

Limited budget
Personalised
Technology savvy
Smartphone lover

Music Maude/Martin – 27%

Low adoption potential
Technology resistant
FM radio
Music



RQ3: Diversity within the age group?



Busy Bea/Bent – 27%

On the road (hobby/work)
Background-seeker
Family with children
FM and smartphone

Curious Charlotte/Charl – 12%

Open for ICT
Busy job
Basic tech skills
Radio 1



AUDIO DOES NOT MATCH PERSONALISATION?

APP GAP?

Overall: less innovative than expected

LIMITED VIEW BY AUDIENCE?

PODCAST USERS?

Wij zijn uitVRTeld!



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